

State of California



Fair Political Practices Commission

P.O. BOX 807 • SACRAMENTO, 95804 • • • 1100 K STREET BUILDING, SACRAMENTO, 95814

Technical Assistance
(916) 322-5662

• • Administration
322-5660

• • Executive/Legal
322-5901

• • Enforcement
322-6441

April 18, 1984

A-89-588

Don Excell
Alameda County Supervisor
1221 Oak Street, Suite 536
Oakland, CA 94612

Dear Mr. Excell:

In your letter of April 9, 1984, you asked if a person making an in-kind contribution for the printing of a brochure need be identified as the sender of a mass mailing.

When 200 or more identical or nearly identical pieces of campaign literature are mailed within a calendar month, the name of the sender must be provided on each envelope and on at least one of the inserts. "Sender" is defined as the candidate or committee which incurs or pays for the largest portion of expenditures attributable to the designing, printing, and posting of the mailing.

In your letter you stated that your committee incurred the largest portion of the expenditures for the brochure. Therefore, the name and address of your committee must be listed on the brochure. If the brochure is a self-mailer, the name and address must appear on the on the outside of the brochure. If an envelope is used to mail the brochure, the committee's name and address must also appear on the envelope. The person making the in-kind contribution is not required to be identified.

Please do not hesitate to contact me if you have any additional questions.

Sincerely,

Mary Ann Kvasager
Political Reform Consultant

MAK:kt



BOARD OF SUPERVISORS

APR 11 12 04 PM '84

DON EXCELL
SUPERVISOR, FIRST DISTRICT

A 84-088

April 9, 1984

Fair Political Practices
Commission
1100 K Street
Sacramento, CA 95814

ATTN: Mary Ann

I would appreciate a confirming letter regarding our conversation this date about my brochure which was printed as an "in-kind" contribution and had the "paid for by" part deleted.

My campaign name and number is on the facing page of the brochure and the most expensive part of the project will be the labeling, folding and mailing which will be paid by my Committee to Re-elect.

Please confirm the ruling that the in-kind contribution does not have to be specifically stated on the face of the brochure, provided its monetary value is reported in the regular campaign statement.

Cordially,

A handwritten signature in cursive script that reads "Don Excell".

Don Excell, Supervisor

DE/gm